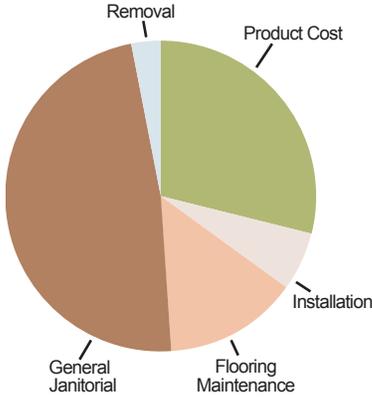


## Why carpet maintenance is important

### Maintenance protects your investment

Commercial flooring is a substantial investment for any business—one you'll want to protect for years to come. After all, the longer your flooring lasts, the less it costs.

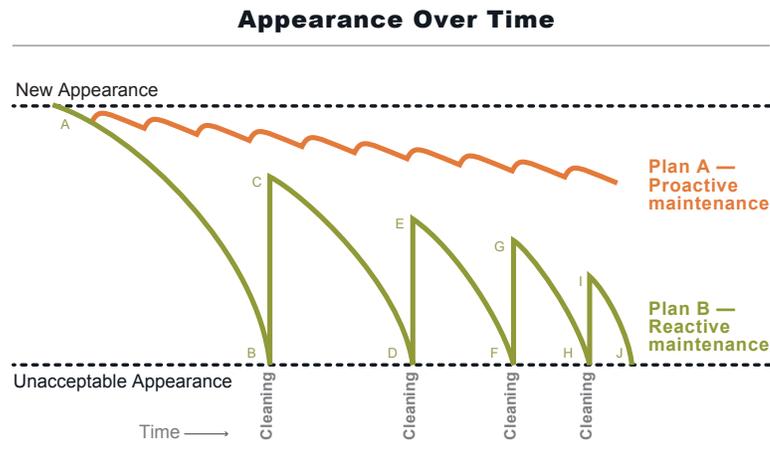
The initial cost for floorcovering materials and installation does not fully encompass your total floorcovering investment. The life cycle cost also factors in life expectancy of the carpet, costs for removal/disposal, lost revenues during renovations and maintenance costs over the life of the carpet. Good maintenance helps protect your total flooring investment.



### Maintenance helps carpet last longer and cost less

Proactive, regularly scheduled maintenance removes soil before it can build up and damage carpet fibers. This can actually extend the life of the carpet, reducing the costs of restoration, replacement and disposal.

Reactive maintenance cannot fully restore a carpet to a like-new appearance. This results in shorter carpet life and higher carpet life cycle costs. This chart demonstrates how proactive and reactive maintenance compare over time.



Plan A shows that with a proactive maintenance program, carpet retains most of its original appearance over time. Plan B illustrates that reactive maintenance cannot bring carpet appearance back to the levels maintained with a proactive maintenance program.

### Maintenance is good for the environment

Our life cycle analysis of commercial carpet shows that the overall environmental footprint of carpet is reduced by increasing the amount of time a carpet remains on the floor. A consistent, proactive maintenance program can significantly improve the appearance retention throughout the life of the carpet. Less carpet waste going to landfills is always good for the environment.